## **EAST Search History**

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S1	5622	705/14	US-PGPUB; USPAT	ADJ	ON	2007/07/26 12:52
S2	101582	advertis\$7	US-PGPUB; USPAT	ADJ	ON	2007/07/26 12:52
S3	3183	S1 and S2	US-PGPUB; USPAT	ADJ	ON	2007/07/26 12:53
S4	1269	(transmitting and receiving and storing) and (advertisement information)	US-PGPUB; USPAT	ADJ	ON	2007/07/26 12:56
S5	256	S3 and S4	US-PGPUB; USPAT	ADJ	ON	2007/07/26 12:57
<b>S</b> 6	103	(advertisement effect) and analy\$6	US-PGPUB; USPAT	ADJ	ON	2007/07/26 12:58
S7	10	S5 and S6	US-PGPUB; USPAT	ADJ	ON	2007/07/26 13:08
S8	0	"advertisement response analysis"	US-PGPUB; USPAT	ADJ	ON	2007/07/26 13:09
S9	19	"advertisement analysis"	US-PGPUB; USPAT	ADJ	ON	2007/07/26 13:13
S10	2047	customer response	US-PGPUB; USPAT	ADJ	ON	2007/07/26 13:14
S11	118	S3 and S10	US-PGPUB; USPAT	ADJ	ON	2007/07/26 13:15
S12	23729	advertisement and effect	US-PGPUB; USPAT	ADJ	ON	2007/07/26 13:16
S13	379	advertisement effect	US-PGPUB; USPAT	ADJ	ON	2007/07/26 15:17
S14	1	S11 and S13	US-PGPUB; USPAT	ADJ	ON	2007/07/26 13:17
S15	1	"20040024632"	US-PGPUB; USPAT	ADJ	ON	2007/07/26 13:33
S16	1	"20040024632"	US-PGPUB; USPAT	ADJ	ON	2007/07/26 13:33
S17	2	"20030014304"	US-PGPUB; USPAT	ADJ	ON	2007/07/26 13:35
S18	2	"6708156"	US-PGPUB; USPAT	ADJ	ON	2007/07/26 13:52
S19	1	"20020073420"	US-PGPUB; USPAT	ADJ	ON	2007/07/26 13:57
S20	1	"20070156527"	US-PGPUB; USPAT	ADJ	ON	2007/07/26 13:58
S21	2	"6857022"	US-PGPUB; USPAT	ADJ	ON	2007/07/26 14:05
S22	1	"20070143184"	US-PGPUB; USPAT	ADJ	ON	2007/07/26 14:05

## **EAST Search History**

S23	1	"20040215500"	US-PGPUB; USPAT	ADJ	ON	2007/07/26 14:06
S24	39	"6186893"	US-PGPUB; USPAT	ADJ	ON	2007/07/26 14:21
S25	247	"6029141"	US-PGPUB; USPAT	ADJ	ON	2007/07/26 14:21
S26	27834	advertisement and (response)	US-PGPUB; USPAT	ADJ	ON	2007/07/26 15:18
S27	903	view and (response tracking)	US-PGPUB; USPAT	ADJ	ON	2007/07/26 15:19
S28	30	S26 and S27	US-PGPUB; USPAT	ADJ	ON	2007/07/26 15:28
S29	35	(concert and internet and television and Tv and newspaper and wall and taxi and ticket)	US-PGPUB; USPAT	ADJ	ON	2007/07/26 15:32
S30	53476	advertisement	US-PGPUB; USPAT	ADJ	ON	2007/07/26 15:33
S31	34	S29 and S30	US-PGPUB; USPAT	ADJ	ON	2007/07/26 15:33
S32	4335	(transmit response) and server	US-PGPUB; USPAT	ADJ	ON	2007/07/26 15:34
S33	1	S31 and S32	US-PGPUB; USPAT	ADJ	ON	2007/07/26 15:35
S34	439	(evaluat\$5 or analy\$6) and (customer response) and advertisement	US-PGPUB; USPAT	ADJ	ON	2007/07/26 15:43
S35	50	"5937390"	US-PGPUB; USPAT	ADJ	ON	2007/07/26 15:43